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SEATTLE ECONOMIC MONTHLY

Stephen H. Johnson
April 2011

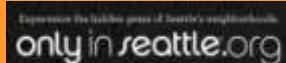
NEWS & INFORMATION

SEATTLE BY THE NUMBERS

DAILY DIGEST TOP 5

OED3

UPCOMING EVENTS



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Are you and your friends signed up for OED's *Daily Digest*? Compiled from over 100 news sources, the OED *Daily Digest* is the best way to keep up with the latest in business, technology, workforce, industry, real estate, maritime, energy and economic development news in Seattle.

NEWS & INFORMATION



YouthAtWork is building tomorrow's workforce

YouthAtWork, an initiative of the Workforce Development Council of Seattle-King County (WDC), seeks to create thousands of summer jobs for youth up to age 25 in our community and provide workers for local companies. With employers, local government, and community organizations as their partners, they can make these critical opportunities a reality. [Sign up](#) for a youth intern today!

- [Visit the Youth At Work website](#)

Seattle By The Numbers

Seattle By The Numbers



Seattle By The Numbers is a great way for our readers to stay current on economic and business news through various numerical data. The figures can be national unemployment rates, various economic indicators, Seattle rankings, and data from different industry reports. Check out our favorite stats from April releases:

National

- [Unemployment rate falls to 8.8%](#)
- [Consumer spending rises 0.7% in February](#)
- [Real GDP up 3.1% in Q4 2010](#)
- [3.1 million jobs posted in February](#)
- [Business traveling forecasts up 7% from 2010; expectation is \\$245.8 billion](#)

Local

- [Seattle is the #4 office market in U.S.](#)
- [Seattle ranks 5th on small business vitality list](#)
- [Amazon ranks 1st as most reputable company in U.S.](#)
- In 2010, Seattle's total business profit across all sectors was \$101.4 billion
- In 2008, Seattle's maritime and manufacturing businesses supported more than 90,000 jobs

Daily Digest Top 5

Want to know what your fellow *Daily Digest* subscribers are reading? Here is your chance with the top five *Daily Digest* articles of April.



The *Daily Digest* is committed to delivering relevant articles that keep your business on top of the information economy. There's no better way to keep up with the latest in business and economic news.

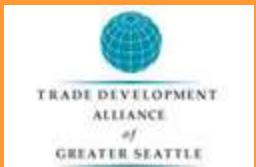
Below you will find the most frequently read articles by our *Daily Digest* community in the month of April. To sign up click [here](#).

1. [Ten dying U.S. industries](#)
2. [Facebook marketing mistakes small businesses make](#)
3. [The best industries for starting a business right now](#)
4. [Why corporations should avoid politics](#)
5. [Clean energy: The next big cluster for Seattle](#)

OED³

Plume21 opens doors in downtown; Washington Publishing Company grows into headquarters in Seattle; Yogurtland filling demand for Capitol Hill "froyo" lovers





In this edition of *OED3*, we highlight the success of Seattle in attracting and retaining companies. This month, [Plume21](#), an independent creative firm specializing in brand development, advertising, digital communications and design, has opened their new headquarters in Belltown. Additionally, fueled by aggressive growth and demand for its healthcare technology and business expertise, [Washington Publishing Company](#) announced the relocation of its Bellevue corporate headquarters to Seattle. Also, an economic experiment is about to be unleashed on Broadway. The [Yogurtland](#) franchise location joins a string of new-era chains that call Broadway home, including Panera Bakery, Genki Sushi and Z Pizza. Remember you can always find *OED³* on OED's [Bottom Line](#) blog for the best recap of the most popular [Daily Digest](#) stories.

- [More details on the move at FreshNews.com](#)
- [MarketWire reports Washington Publishing Company's new Seattle headquarters](#)
- [Seattle Rex covers new business developments on Broadway including Yogurtland and Z Pizza](#)

UPCOMING EVENTS

Washington State Financial Services Summit presented by enterpriseSeattle - May 5, 2011



The Financial Services Summit, the first ever to focus on the region's Financial Services sector in this manner will attract over 300 guests including executives from the Financial Services industry, government officials, researchers, media, service providers, and economic development professionals. Register with enterprise Seattle today!

- [More details can be found at \[enterpriseseattle.org\]\(#\)](#)
- [Register with enterpriseSeattle today!](#)



SBA's Jobs Act Tour comes to Seattle - May 9

Experts in government contracting, business development, capital access, entrepreneurial development, and international trade will be on hand to talk about the agency's programs and changes enacted by the Small Business Jobs Act. Small Business Administration (SBA) officials want to make sure that people know how to use the agency's services and that they have a chance to ask questions and to comment on their experiences. Breakout sessions will be offered on government contracting, new efforts to simplify loan programs and requirements, accessing capital, how to get counseling and training, and using exporting tools.

- [To learn more visit SBA's Jobs Act tour webpage](#)
- [More coverage on HeraldNet](#)
- [Register today!](#)

Interested in the final vision of the Seattle Waterfront? Be a part of the Waterfront design process - May 19



The kick-off event for the Waterfront design project on February 17 was a huge success with over 1,000 attendees engaged in the waterfront vision, and nearly 2,000 responses regarding the future design, and uses, of the Waterfront proposed by the project team. Follow the link below for a summary of the public input gathered from this meeting. Join James Corner and his team on May 19 at the Bell Harbor Conference Center as they present initial design directions for the waterfront.

- For more information, please visit [waterfrontseattle.org](#)
- [Review the public input summary gathered from the February 17 event](#)

Join us at *City Business Casual* on the road and at the Polar Bar



May's *City Business Casual* is special with two events: one on the road in South Park for Cinco de Mayo, the new South Park bridge groundbreaking on May 5 and our traditional event at the Polar Bar on May 12. Celebrate Cinco de Mayo in South Park with the family, and come meet Seattle and King County elected officials on May 5. In the spirit of *City*

Business Casual, elected officials will be at Muy Machos, Jaliscos and Napoli Pizzeria Ristorante in South Park, looking to meet and greet the public and collaborate on different ideas.

Additionally, join OED and your fellow business community members for another great networking night, full of sharing ideas and building relationships at our monthly *City Business Casual*. This event will take place on **Thursday, May 12** from 5:00 p.m. to 7:00 p.m. in the Polar Bar at the Arctic Club Hotel (700 3rd Avenue) in downtown Seattle. No pre-registration for City Business Casual is necessary. The sessions do not include a formal program, but OED staff will actively make introductions and connections. will be that can help propel your business to the next level.

- [Visit *City Business Casual's* webpage for more details and to add the event to your online calendar](#)
- [For more details on *City Business Casual* on the road, please visit OED's Bottom Line blog.](#)



Send submissions, questions, or comments to oed@seattle.gov.

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